

**The Economic Impact
of Travel on
Louisiana Parishes
2000**

A Study Prepared for the
Louisiana Office of Tourism
by the
Research Department of the
Travel Industry Association of America
Washington, D.C.
July 2001

EXECUTIVE SUMMARY

DIRECT IMPACT OF TRAVEL

- Domestic and international travelers directly spent nearly \$8.7 billion in Louisiana during 2000, a 7.1 percent increase over 1999. Domestic travelers spent nearly \$8.2 billion in Louisiana in 2000, while international travelers spent \$488.7 million.
 - Travel-generated employees earned nearly \$2.0 billion in wage and salary income during 2000, up 7.0 percent over 1999.
 - Travel spending directly generated 120.6 thousand jobs within Louisiana in 2000, comprising 6.2 percent of the state's total non-agricultural employment. Travel-generated employment in Louisiana grew 3.2 percent from 116.9 thousand jobs in 1999.
 - On average, every \$71,854 spent in Louisiana by domestic and international travelers generated one job in 2000.
 - Travel spending in Louisiana directly generated over \$1.2 billion in tax revenue for federal, state and local governments in 2000, an increase of 6.8 percent over 1999.
 - Orleans Parish, including the city of New Orleans, received almost \$4.0 billion in domestic travel expenditures to lead all Louisiana parishes in 2000. Jefferson Parish ranked second in domestic travel spending in 2000 with \$841 million.
 - Ten of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2000.
 - In eleven Louisiana parishes, one thousand jobs or more were directly supported by domestic travelers in 2000.
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PREFACE

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the Louisiana Office of Tourism. The study provides 2000 estimates of domestic and international traveler expenditures in Louisiana, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures.

Additionally, this study provides estimates by parish for domestic travel expenditures and employment, payroll income, and state and local tax revenue directly generated by domestic expenditures.

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INTRODUCTION

This report presents estimates of the impact of U.S. resident and international traveler spending in Louisiana during 2000. The impact is measured by dollars generated in expenditures, earnings, jobs and tax revenues. These estimates are produced through use of the County Travel Economic Impact Model, a computerized economic model producing estimates of travel spending at the parish level, and its impact on employment, wage and salary (payroll) income, and state and local tax revenues.

The County/City Travel Economic Impact Model is an extension of TIA's Travel Economic Impact Model (TEIM) initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and parishes. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The TEIM is based upon national travel surveys conducted by TIA and expenditure data developed by the Bureau of the Census, TIA, various federal agencies and national travel organizations each year. A description of the TEIM and the County impact model is provided in Appendix A. The following estimates of travel's economic impact in Louisiana are based upon the most recent version of the TEIM and data available from the U.S. Census Bureau and other sources.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day trips to places 50 miles or more away from home during 2000. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

This report also contains preliminary estimates of international traveler spending in Louisiana and the wage and salary (payroll) income, employment, and state and local tax revenue generated by this spending. The expenditures by residents of countries outside the U.S. traveling to Louisiana were derived from the Tourism Industries/International Trade Administration's (TI/ITA) Survey of International Air Travelers. The expenditure estimates were then utilized as inputs and introduced into the TIA's Travel Economic Impact Model to produce estimates of the payroll income, employment and tax revenue generated by these expenditures.

Since additional data relating to travel and its economic impact in 2000 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

TRAVEL INDUSTRY OVERVIEW

Travel is an extremely diverse and complex industry. The travel industry is not geographically concentrated in one particular region of the country, nor is it characterized by large plants with towering smokestacks. Instead, it is comprised of over a dozen related industries: airlines, restaurants, hotels/motels, travel agencies, gift shops, auto rental and a host of businesses that may not even recognize their dependence on travel and tourism since travelers are usually indistinguishable from local customers.

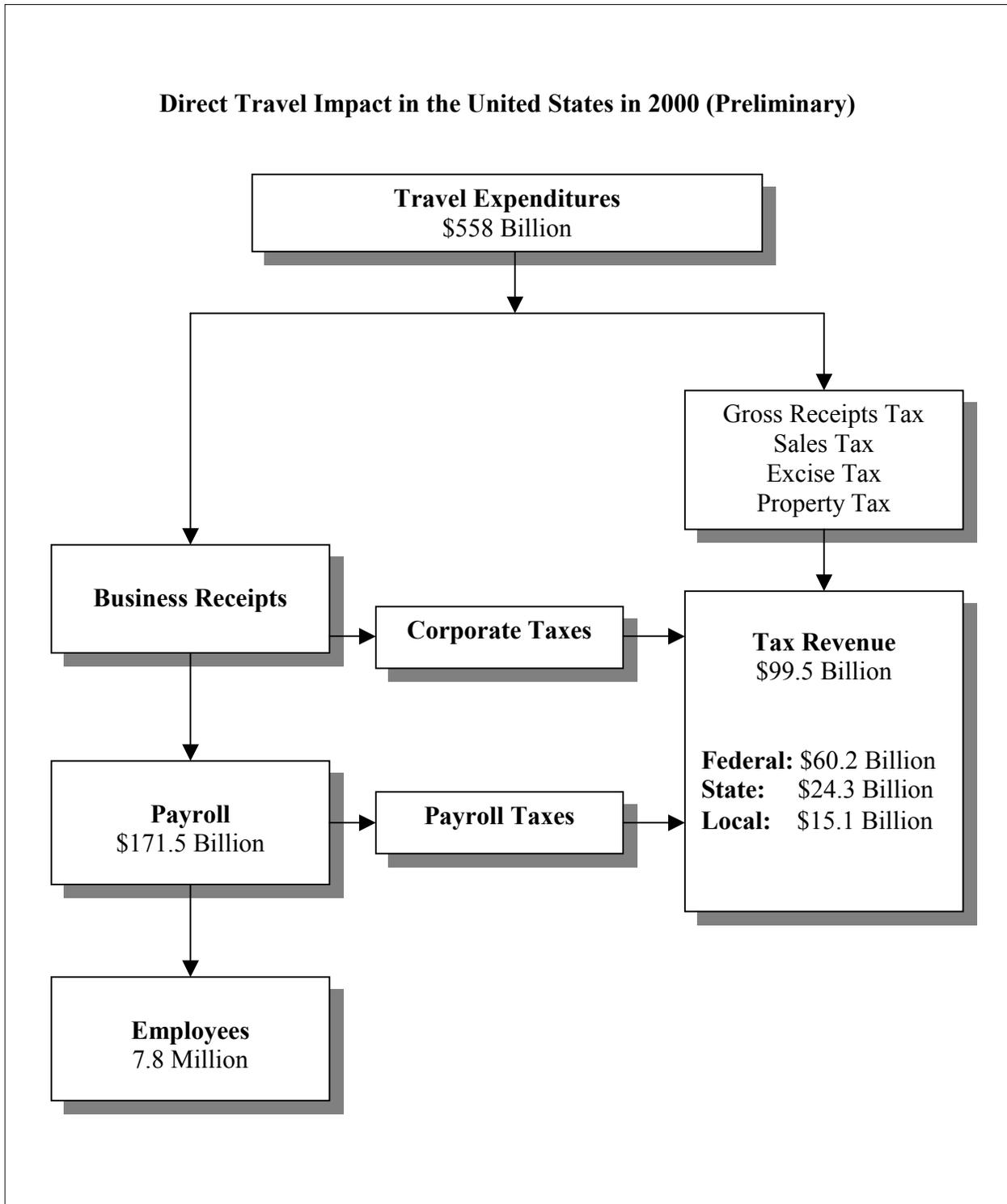
This diversity is both the travel industry's strength and its weakness. Its strength lies in the fact that a large number and wide range of businesses and their employees benefit from travelers. Buses, automobiles, airlines, rail and other transportation companies bring travelers into an economic region. These travelers then buy the products and services offered by establishments located throughout the area. This activity generates a wide variety of employment and business opportunities, as well as helping sustain and expand the local economy. Economic areas dominated by a single product-producing industry (such as the manufacture of automobiles) are more vulnerable to the negative efforts of competition, economic conditions, shifting consumer preferences and technological advances than those having a more diversified economic base.

However, one of the major challenges created by this diversity is the resulting lack of awareness of and appreciation for the travel industry as a whole. Given the large number and wide variety of businesses that benefit from travel and tourism, it is perhaps not surprising that government officials, business executives and the public at large have been slow to grasp the significance of travel away from home and the industry that has developed to serve it. This lack of recognition is perhaps the industry's greatest barrier to reaching its full potential, serving to make the industry vulnerable to negative and unfair policy decisions such as reflected in governments' proclivity to over-tax travelers to generate much-needed revenues.

Today, the travel and tourism industry that has developed to serve the traveler contributes enormously to the U.S. economy. In 2000, direct traveler spending in the United States by domestic and international travelers reached \$558 billion dollars, 5.6 percent of the nation's gross domestic product. This activity generated \$99.5 billion in tax revenue for federal, state and local governments.

The outlook for travel in the coming years is positive given the favorable demographic changes evident in both the United States and other industrialized nations around the world. Domestic travel demand should be stimulated by the aging of the "Baby Boomers", and the growing "Mature" market for travel. Internationally, travel to the U.S. should also be stimulated by the trends toward globalization and the growing status of the United States as a preferred destination. Finally, technological advances are expected to further reduce travel times, improve transportation infrastructure and offer new and enhanced methods to market and promote travel.

The chart below indicates the main benefits of direct travel spending within the United States during 2000.



NATIONAL ECONOMIC TRENDS IN 2000

Cautious Optimism Prevails

The U.S. economy continued its unprecedented, record-breaking expansion during 2000. Real GDP for 2000 increased 5.0 percent over 1999. Consumer spending on durable goods remained strong throughout the first three quarters of 2000, a driving force for continued expansion of the U.S. economy.

Consumer confidence began to wane, however, toward the latter part of the year due to increasing weakness in the manufacturing and technology sectors -- raising the prospect of an impending overall economic slowdown. The Conference Board's Consumer Confidence Index lost 14 points during the fourth quarter of 2000, ending the year at 128.3 (1985=100).

Additionally, inflationary concerns began to surface toward year-end, with consumer prices edging upward, as reflected in the Consumer Price Index. The CPI rose at an annual rate of 3.4% in 2000, the largest single year increase since 1991. The Travel Price Index (TPI) also increased to its highest level in nearly a decade, to 6.1 percent. Rising gasoline prices and airfares throughout the year contributed to this growth. On the upside, travel price inflation for 2001 is expected to slow considerably as the economy cools, to an annual rate of 2.1 percent.

On a global level, economic growth in 2000 was solid. Several Asian countries, including South Korea and Taiwan, improved markedly during 2000. Further economic improvement in this region is anticipated in 2001, and this will, in turn, help U.S. exports to this region, which have been depressed since the fall of the Asian stock market.

The outlook for the U.S. economy in general and the travel industry in particular remain positive over the longer term. TIA forecasts that real GDP will rebound to an annual rate of 4.1 percent by 2003 despite a pronounced slowdown to under 2 percent in 2001. While business travel volumes are expected to decline in 2001, travel service providers may offset declining revenues by making leisure travel more affordable through aggressive discounting to a vast cross section of consumers.

2000 National Highlights:

Real Gross Domestic Product - The output of the U.S. economy after inflation is removed, increased by 5.0 percent in 2000.

Real Disposable Personal Income - Rose 2.8 percent in 2000, 0.4 percent less than the 1999 level.

Real Personal Consumption Expenditures – Grew a robust 5.3 percent during 2000.

Consumer Prices – Rose 3.4 percent in 2000. Rising gasoline and airfare prices contributed to this increase.

Unemployment Rate - Continued to decline throughout 2000, reaching an annual average rate of 4.0 percent by year-end, the lowest national rate in decades.

Table 1: Overall U.S. Economic Developments, 1998-2000

<u>Sector</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Nominal gross domestic product (\$ billions)	\$8,790.2	\$9,299.2	\$9,963.1
Real gross domestic product (\$ billions)	\$8,515.7	\$8,875.8	\$9,318.5
Total Retail Sales (\$ billions)	\$2,745,593	\$2,994,929	\$3,232,051
Real disposable personal income (\$ billions)	\$6,134.1	\$6,331.0	\$6,511.0
Real personal consumption expenditures (\$ billions)	\$5,678.7	\$5,978.8	\$6,294.3
Consumer price index	163.0	166.6	172.2
Non-farm payroll employment (millions)	125.9	128.9	131.8
Unemployment rate	4.5	4.2	4.0

Percentage change from previous year

Nominal gross domestic product	5.7%	5.8%	7.1%
Real gross domestic product	5.2	4.2	5.0
Total Retail Sales	5.2	9.1	7.9
Real disposable personal income	4.8	3.2	2.8
Real personal consumption expenditures	4.7	5.3	5.3
Consumer price index	1.6	2.2	3.4
Non-farm payroll employment	2.6	2.4	2.2

Source: U.S. Dept. of Commerce, U.S. Dept. of Labor, DRI/McGraw Hill, Inc.

NATIONAL TRAVEL INDUSTRY TRENDS IN 2000

Steady Growth Continues

Total U.S. resident person-trips reached nearly 1.0 billion during 2000, an increase of 1.0 percent over 1999. Business travel decreased by 2.5 percent to 202.1 million person-trips during 2000, while pleasure travel showed a slight increase of 1.4 percent. The growth in total U.S. person-trips is expected to remain slow but stable in 2001, continuing to grow at a rate of around 1.0 percent annually.

International travelers to the United States proved to be a real bright spot in the 2000 economy, registering double-digit growth in annual spending over 1999.

Expenditures by overseas visitors totaled \$82 billion during 2000. This represented an increase of 9.8 percent over 1999. Continued recovery in the Asian markets and the stable Canadian market throughout 2000 contributed to the growth.

Travel Industry Highlights:

U.S. resident travel away from home, as measured by TIA's TravelScope® survey in "person-trips" (one person on a trip to a place 50 miles or more, one-way, away from home), totaled 997.6 million in 2000, up 1.0 percent over 1999.

International visitors to the U.S. grew by 4.9 percent in 2000, to 50.9 million.

International travel expenditures accounted for a healthy 14.7 percent of all travel spending in 2000, at \$82 billion.

Domestic travel expenditures increased 5.4 percent in 2000 to reach an estimated total of \$476.0 billion.

Travel prices increased 6.1 percent during 2000, reflecting major increases in gasoline prices (16.4 percent) and in airfares, which jumped 9.4 percent.

Travel-generated employment for 2000 was up 2.5 percent, to an estimated 7.85 million jobs in 2000, compared to 7.65 million jobs in 1999.

National Travel Industry Trends in 2000

Table 2: Travel Industry Trends, 1996-2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Total U.S. resident person-trips* (millions)	967.3	998.5	1,004.1	987.3	997.6
Total international visitors (millions)	46.5	47.8	46.4	48.5	50.9
U.S. travel expenditures (\$ billions)	385.4	405.9	425.3	451.6	476.0
International travel expenditures in the U.S. ** (\$ billions)	69.8	73.4	71.3	74.7	82.0
Travel price index	168.1	173.7	177.1	183.6	194.8
Travel-generated employment *** (thousands)	7,139	7,345	7,456	7,652	7,847
Percentage change from previous year					
Total U.S. resident person-trips *	0.2%	3.2%	0.6%	-1.7%	1.0%
Total international visitors	7.3	2.7	-2.9	4.5	4.9
U.S. travel expenditures	7.2	5.3	4.8	6.2	5.4
International travel expenditures in the U.S. **	10.1	5.2	-2.9	4.8	9.8
Travel price index	3.7	3.3	2.0	3.7	6.1
Travel-generated employment ***	2.9	2.9	1.5	2.6	2.5

Source: TIA, Tourism Industries/ITA

Note: * Data from TravelScope® survey which began in 1994.

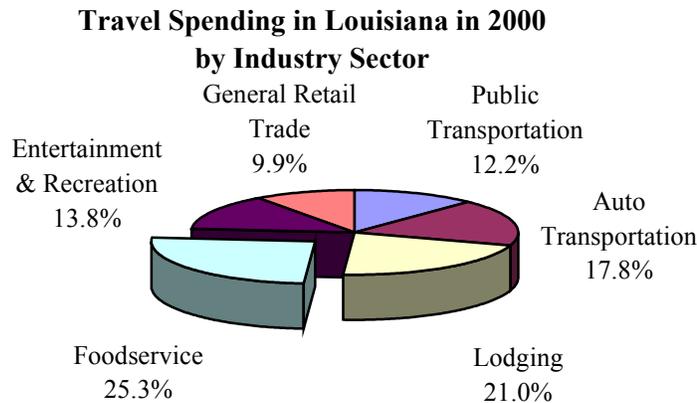
** Includes spending within the U.S. only.

*** Includes domestic and international travelers.

TRAVEL IMPACT ON LOUISIANA - 2000

Travel Expenditures

- Domestic and international travelers in Louisiana spent nearly \$8.7 billion on transportation, lodging, food, entertainment and recreation, and incidentals during 2000, up 7.1 percent over 1999. Domestic traveler spending reached nearly \$8.2 billion, 94 percent of the total travel expenditures in the state.
- Traveler's spending on foodservice was the largest expenditure category, totaling \$2.2 billion, 25.3 percent of the state total. This represented an increase of 7.3 percent over 1999.
- The lodging industry followed foodservice with over \$1.8 billion during 2000, 21 percent of the state total. Lodging expenditures rose 7.8 percent in 2000 over 1999.
- The auto transportation sector received more than \$1.5 billion to rank third (17.8 percent of the state total). Auto transportation expenditures grew 7.3 percent in 2000 over 1999.
- The entertainment and recreation sector followed auto transportation with almost \$1.2 billion, 13.8 percent of the state total.
- Spending on public transportation increased by 6.0 percent to reach nearly \$1.1 billion in 2000 (12.2 percent).
- The general retail trade industry earned \$854.8 million from travelers during 2000, 9.9 percent of the state total.



Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.

Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.

Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.

Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.

General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.

Entertainment and recreation sector includes such items as golf, skiing and gaming.

Travel Expenditures

Table 3: Direct Travel Expenditures in Louisiana by Industry Sector, 1999-2000

<i>2000 Expenditures</i>	Domestic (\$ millions)	International (\$ millions) *	Total (\$ millions)	% of Total
Public Transportation	\$ 989.6	\$ 68.4	\$ 1,058.0	12.2%
Auto Transportation	1,537.6	6.2	1,543.9	17.8
Lodging	1,643.7	176.7	1,820.4	21.0
Foodservice	2,103.1	89.9	2,192.9	25.3
Entertainment & Recreation	1,149.8	46.5	1,196.3	13.8
General Retail Trade	754.0	100.9	854.8	9.9
Total **	\$ 8,177.7	\$ 488.7	\$ 8,666.4	100.0%
<i>1999 Expenditures</i>				
Public Transportation	\$ 933.5	\$ 64.5	\$ 998.0	12.3%
Auto Transportation	1,432.6	5.9	1,438.5	17.8
Lodging	1,523.3	165.1	1,688.4	20.9
Foodservice	1,959.7	84.2	2,043.9	25.3
Entertainment & Recreation	1,068.6	43.5	1,112.1	13.7
General Retail Trade	713.3	95.2	808.5	10.0
Total **	\$ 7,631.0	\$ 458.4	\$ 8,089.4	100.0%
<i>Percentage change 2000 over 1999</i>				
Public Transportation	6.0%	6.1%	6.0%	-1.0%
Auto Transportation	7.3	5.8	7.3	0.2
Lodging	7.9	7.1	7.8	0.6
Foodservice	7.3	6.8	7.3	0.1
Entertainment & Recreation	7.6	6.9	7.6	0.4
General Retail Trade	5.7	5.9	5.7	-1.3
Total **	7.2%	6.6%	7.1%	0.0%

Source: USTDC/TIA, Tourism Industries/ITA

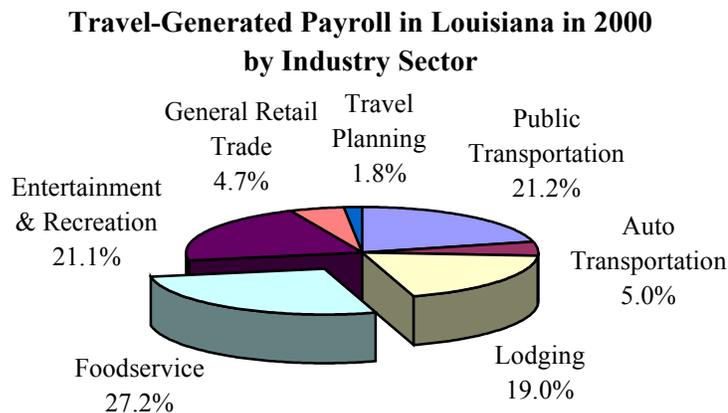
Note: * Projected; ** Total domestic expenditures and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA - 2000

Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving the travelers within the industry sectors from which these travelers purchase goods and services. A dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

- Payroll (wages and salaries) paid by Louisiana travel-related firms and directly attributable to travel spending totaled nearly \$2.0 billion in 2000, up 7.0 percent over 1999.
- On average, every dollar spent by domestic and international travelers produced approximately 23 cents in wage and salary income for Louisiana residents during 2000.
- During 2000, travel-generated payroll income showed stable growth for all the travel related sector in Louisiana.
- The foodservice industry posted the largest payroll generated by travel spending at \$539 million, 27.2 percent of the state total.
- Payroll in the public transportation ranked second with nearly \$420 million, comprising 21.2 percent of the state total, the entertainment and recreation sector followed with over \$419 million (21.1 percent of the state total).



Travel-Generated Payroll

Table 4: Travel-Generated Payroll in Louisiana by Industry Sector, 1999-2000

2000 Payroll	Domestic (\$ millions)	International (\$ millions)	Total (\$ millions)	% of Total
Public Transportation	\$ 392.9	\$ 27.0	\$ 419.9	21.2%
Auto Transportation	98.1	0.4	98.5	5.0
Lodging	339.7	36.7	376.4	19.0
Foodservice	516.8	22.2	539.0	27.2
Entertainment & Recreation	402.3	16.3	418.6	21.1
General Retail Trade	83.0	11.1	94.1	4.7
Travel Planning *	35.6	0.0	35.6	1.8
Total **	\$ 1,868.4	\$ 113.8	\$ 1,982.2	100.0%
1999 Payroll				
Public Transportation	\$ 366.0	\$ 25.3	\$ 391.3	21.1%
Auto Transportation	93.9	0.4	94.3	5.1
Lodging	316.7	34.3	351.0	19.0
Foodservice	486.2	20.9	507.1	27.4
Entertainment & Recreation	368.0	15.0	383.0	20.7
General Retail Trade	79.3	10.6	89.9	4.9
Travel Planning *	35.6	0.0	35.6	1.9
Total **	\$ 1,745.7	\$ 106.5	\$ 1,852.2	100.0%
Percentage change 2000 over 1999				
Public Transportation	7.3%	6.9%	7.3%	
Auto Transportation	4.5	4.3	4.5	
Lodging	7.3	7.0	7.2	
Foodservice	6.3	6.1	6.3	
Entertainment & Recreation	9.3	8.9	9.3	
General Retail Trade	4.7	4.5	4.7	
Travel Planning *	0.0	0.0	0.0	
Total **	7.0%	6.8%	7.0%	

Source: USTDC/TIA, Tourism Industries/ITA

Note: *Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services; ** Total domestic payroll and percent change from previous year may not match those in parish tables due to rounding.

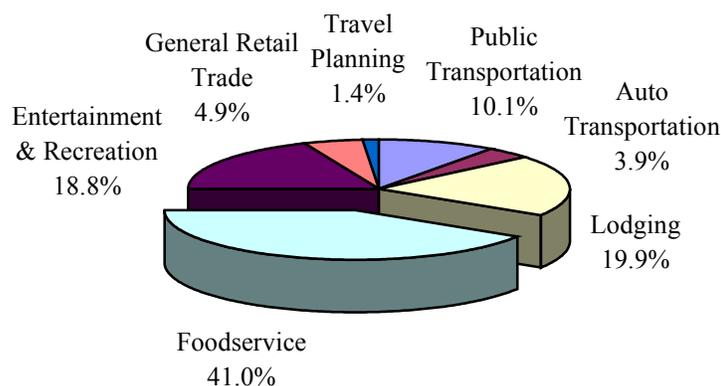
TRAVEL IMPACT ON LOUISIANA - 2000

Travel-Generated Employment

The most impressive contribution that travel and tourism makes to the Louisiana economy is the number of businesses and jobs it supports. Due to the diversity of the travel industry in Louisiana, a wide variety of multi-level jobs are supported. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

- During 2000, domestic and international traveler spending in Louisiana generated 120.6 thousand jobs, including full-time and seasonal/part-time positions in the state. On average, every \$71,854 spent by these travelers in Louisiana directly supported one job.
- The 120.6 thousand travel-related jobs comprised 6.2 percent of total non-agricultural employment in Louisiana during 2000. Without these jobs generated by travel, Louisiana's 2000 unemployment rate of 5.5 percent would have been 6 percentage points higher than it was, and would have been 11.5 percent of the labor force.
- The foodservice sector, including restaurants and other eating and drinking places, provided more jobs than any other industry sector, accounting for 49.4 thousand jobs (41 percent of the state total). This represents a 3.4 percent increase over 1999. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the importance of this sector.
- The lodging sector followed foodservice with 24 thousand jobs, up 2.6 percent over 1999. This comprised 19.9 percent of the total travel-generated employment in the state.
- The entertainment and recreation industry sector ranked third with 22.7 thousand jobs (18.8 percent).

**Travel-Generated Employment in Louisiana in 2000
by Industry Sector**



Travel-Generated Employment

Table 5: Travel-Generated Employment in Louisiana by Industry Sector, 1999-2000

2000 Employment	Domestic (thousands)	International (thousands)	Total (thousands)	% of Total
Public Transportation	11.4	0.7	12.2	10.1%
Auto Transportation	4.7	0.0	4.7	3.9
Lodging	21.7	2.4	24.0	19.9
Foodservice	47.3	2.1	49.4	41.0
Entertainment & Recreation	21.8	0.9	22.7	18.8
General Retail Trade	5.2	0.7	5.9	4.9
Travel Planning *	1.7	0.0	1.7	1.4
Total **	113.8	6.8	120.6	100.0%
1999 Employment				
Public Transportation	11.0	0.7	11.7	10.0%
Auto Transportation	4.7	0.0	4.7	4.0
Lodging	21.1	2.3	23.4	20.0
Foodservice	45.8	2.0	47.8	40.9
Entertainment & Recreation	20.9	0.9	21.8	18.6
General Retail Trade	5.1	0.7	5.8	5.0
Travel Planning *	1.7	0.0	1.7	1.5
Total **	110.3	6.6	116.9	100.0%
Percentage change 2000 over 1999				
Public Transportation	4.0%	3.8%	4.0%	
Auto Transportation	0.5	0.0	0.5	
Lodging	2.7	2.5	2.6	
Foodservice	3.4	3.2	3.4	
Entertainment & Recreation	4.1	3.9	4.1	
General Retail Trade	2.3	2.2	2.3	
Travel Planning *	-2.0	0.0	-2.0	
Total **	3.2%	3.0%	3.2%	

Source: USTDC/TIA, Tourism Industries/ITA

Note: * Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses; ** Total domestic employment and percent change from previous year may not match those in parish tables due to rounding.

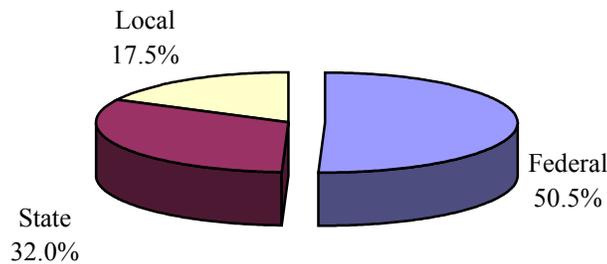
TRAVEL IMPACT ON LOUISIANA - 2000

Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

- Domestic and international traveler spending in Louisiana generated over \$627 million for the federal government during 2000. This represents 50.5 percent of all travel-generated tax collections in the state. Each dollar spent by travelers in Louisiana produced 7.2 cents for federal tax coffers.
- Traveler spending in Louisiana also generated \$397 million in tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income. This comprised 32 percent of all travel-generated tax revenue for 2000 collected in the state. On average, each travel dollar produced 4.6 cents in state tax receipts.
- Local governments in Louisiana directly benefited from travel as well. During 2000, traveler spending generated nearly \$217 million in sales and property tax revenue for the municipal government, 17.5 percent of total travel-generated tax revenue in the state. Each travel dollar produced about 2.5 cents for local tax coffers.

**Travel-Generated Tax Revenue in Louisiana in 2000
by Level of Government**



Travel-Generated Tax Revenue

Table 6: Travel-Generated Tax Revenue in Louisiana by Level of Government, 1999-2000

<i>2000 Tax Revenue</i>	Domestic (\$ millions)	International (\$ millions)	Total (\$ millions)	% of Total
Federal	\$ 591.8	\$ 35.4	\$ 627.2	50.5%
State	374.8	22.4	397.3	32.0%
Local	204.4	12.2	216.6	17.5%
Total	\$ 1,171.1	\$ 70.0	\$ 1,241.1	100.0%
<i>1999 Tax Revenue</i>				
Federal	\$ 553.9	\$ 33.3	\$ 587.2	50.5%
State	350.9	21.1	372.0	32.0%
Local	191.8	11.5	203.3	17.5%
Total	\$ 1,096.6	\$ 65.9	\$ 1,162.5	100.0%
<i>Percentage change 2000 over 1999</i>				
Federal	6.8%	6.2%	6.8%	
State	6.8	6.2	6.8	
Local	6.6	6.0	6.6	
Total	5.5%	6.2%	6.8%	

Source: TIA, Tourism Industries/ITA

2000 DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES

During 2000, domestic travelers spent nearly \$8.2 billion while traveling in Louisiana, up 7.2 percent from 1999. These expenditures directly generated nearly \$1.87 billion in wages and salaries and nearly 114 thousand jobs for Louisiana residents.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received almost \$6.1 billion in direct domestic travel expenditures, 74.5 percent of the state total. Spending by domestic travelers in the top five parishes generated over \$1.5 billion in payroll income (80.9 percent) and 92.3 thousand jobs (81.1 percent) in 2000.

Additionally, domestic traveler expenditures generated over \$579 million in tax revenue for the state treasury and the local governments during 2000. The top five parishes in Louisiana contributed 70.9 percent of the total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, led all parishes in travel expenditures, payroll income and jobs directly generated by domestic visitor spending in 2000. U.S. resident traveler expenditures in Orleans Parish reached nearly \$4.0 billion, accounting for 48.5 percent of the state total. These expenditures generated \$1 billion in payroll income and 65.6 thousand jobs for parish residents.

Jefferson Parish, located adjacent to New Orleans, ranked second with \$840.6 million in domestic travel spending in 2000, representing 10.3 percent of the state total. The payroll income and jobs directly attributable to domestic traveler spending reached \$185.3 million and 10.3 thousand jobs.

East Baton Rouge Parish posted almost \$528 million in domestic expenditures to rank third. These expenditures generated nearly \$1.1 billion in payroll as well as 5.9 thousand jobs for parish residents.

Caddo Parish received \$427.9 million from domestic travelers, 5.2 percent of the state total. These travel expenditures benefited parish residents with \$96.7 million in wages and salaries and nearly 5 thousand jobs.

Bossier Parish ranked fifth with \$332.3 million from domestic visitors. This spending generated \$97.3 million in payroll and 5.6 thousand jobs within the parish counties.

Table 7: Domestic Travel Impact in Louisiana - Top 5 Parishes, 1999-2000

2000 Travel Impact

Parish	Expenditures (\$ million)	Payroll (\$ million)	Employment (thousands)	State & Local Tax Revenue (\$ million)
Orleans	\$ 3,962.13	\$ 1,023.21	65.60	\$ 263.61
Jefferson	840.60	185.33	10.33	54.92
E Baton Rouge	527.95	109.03	5.88	35.64
Caddo	427.91	96.74	4.96	30.71
Bossier	332.29	97.25	5.57	25.95
Five parish total	\$ 6,090.88	\$ 1,511.56	92.34	\$ 410.83
State total	\$ 8,177.71	\$ 1,868.43	113.81	\$ 579.28
Parish Share	74.48%	80.90%	81.14%	70.92%

1999 Travel Impact

Orleans	\$ 3,702.99	\$ 957.98	63.68	\$ 247.33
Jefferson	782.97	172.93	10.00	51.35
E Baton Rouge	477.87	98.86	5.53	32.37
Caddo	395.66	89.61	4.77	28.50
Bossier	311.53	91.33	5.42	24.42
Five parish total	\$ 5,671.03	\$ 1,410.70	89.40	\$ 383.98
State total	\$ 7,631.00	\$ 1,745.70	110.30	\$ 542.70

***Percentage Change
2000 over 1999***

Orleans	7.00%	6.81%	3.01%	6.58%
Jefferson	7.36	7.17	3.36	6.96
E Baton Rouge	10.48	10.29	6.36	10.08
Caddo	8.15	7.96	4.12	7.75
Bossier	6.66	6.48	2.69	6.25
Five parish total	7.40%	7.15%	3.30%	6.99%
State total	7.16%	7.03%	3.18%	6.74%

Source: TIA

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the TIA's Travel Economic Impact Model for Louisiana in 2000 and revised estimates for 1999. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2000 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2000 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2000.

Table D shows the percent change in 2000 over 1999 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with revised 1999 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Please note, in the parish tables revisions were made to Calcasieu Parish. These revisions were based on more specific input data used in the TEIM pertaining to Calcasieu Parish.

Table A: Alphabetical by Parish, 2000

2000 Domestic Travel Impact on Louisiana						
Table A: Alphabetical by Parish, 2000						
Parish	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)	
ACADIA	\$ 24.51	\$ 2.47	0.16	\$ 1.51	\$ 0.47	
ALLEN	96.51	30.76	1.69	4.61	3.01	
ASCENSION	56.02	6.81	0.47	3.30	0.94	
ASSUMPTION	8.33	0.93	0.06	0.48	0.20	
AVOUELLES	20.09	2.99	0.22	1.08	0.56	
BEAUREGARD	13.99	1.92	0.11	0.79	1.10	
BIENVILLE	8.01	1.04	0.07	0.44	0.62	
BOSSIER	332.29	97.25	5.57	16.02	9.93	
CADDO	427.91	96.74	4.96	21.30	9.41	
CALCASIEU	245.07	62.63	3.49	11.84	6.76	
CALDWELL	5.95	0.81	0.05	0.30	0.40	
CAMERON	4.19	0.62	0.05	0.20	0.26	
CATAHOULA	3.64	0.61	0.05	0.16	0.24	
CLAIBORNE	7.20	1.13	0.08	0.35	0.39	
CONCORDIA	10.02	1.24	0.08	0.55	0.49	
DE SOTO	11.04	1.33	0.09	0.67	0.40	
E BATON ROUGE	527.95	109.03	5.88	25.86	9.77	
E CARROLL	7.43	0.82	0.06	0.48	0.18	
E FELICIANA	2.89	0.49	0.04	0.13	0.19	
EVANGELINE	12.91	1.98	0.13	0.69	0.51	
FRANKLIN	6.49	1.00	0.08	0.28	0.22	
GRANT	3.08	0.49	0.04	0.13	0.28	
IBERIA	34.19	5.30	0.35	1.80	0.62	
IBERVILLE	15.57	2.37	0.14	0.87	0.67	
JACKSON	7.11	1.16	0.08	0.30	0.19	
JEFFERSON	840.60	185.33	10.33	37.42	17.51	
JEFFERSON DAVIS	15.58	2.00	0.15	0.90	0.38	

Table A: Alphabetical by Parish, 2000

2000 Domestic Travel Impact on Louisiana						
Table A: Alphabetical by Parish, 2000 (Continued)						
Parish	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)	
LAFAYETTE	280.92	51.85	2.93	14.57	5.37	
LAFOURCHE	55.69	6.98	0.45	3.25	0.97	
LASALLE	4.01	0.64	0.05	0.17	0.21	
LINCOLN	21.00	3.57	0.26	1.09	0.53	
LIVINGSTON	29.55	2.84	0.17	1.76	1.08	
MADISON	32.71	2.67	0.15	2.39	0.51	
MOREHOUSE	12.37	2.00	0.13	0.66	0.35	
NATCHITOCHE	25.76	4.09	0.29	1.38	0.95	
ORLEANS	3,962.13	1,023.21	65.60	161.88	101.73	
OUACHITA	146.37	30.60	1.62	6.77	2.93	
PLAQUEMINES	19.27	3.28	0.19	1.01	1.47	
POINTE COUPEE	8.41	1.12	0.08	0.43	0.22	
RAPIDES	110.22	18.84	1.10	5.78	2.24	
RED RIVER	4.33	0.57	0.04	0.25	0.15	
RICHLAND	14.45	1.75	0.12	0.90	0.30	
SABINE	16.09	2.16	0.13	0.80	1.72	
SAINT BERNARD	34.31	4.53	0.29	1.93	0.52	
SAINT CHARLES	25.89	3.55	0.23	1.36	0.37	
SAINT HELENA	1.99	0.38	0.03	0.08	0.13	
SAINT JAMES	8.98	1.17	0.09	0.44	0.15	
SAINT JOHN	23.09	3.87	0.27	1.17	0.51	
SAINT LANDRY	44.80	5.12	0.32	2.70	1.30	
SAINT MARTIN	20.00	2.51	0.14	1.11	1.16	
SAINT MARY	47.98	8.63	0.58	2.53	1.08	
SAINT TAMMANY	141.72	20.84	1.31	8.12	4.05	
TANGIPAHOA	96.34	9.89	0.62	5.81	1.70	
TENSAS	3.15	0.65	0.04	0.14	0.36	

Table A: Alphabetical by Parish, 2000

2000 Domestic Travel Impact on Louisiana						
Table A: Alphabetical by Parish, 2000 (Continued)						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
TERREBONNE	77.19	11.13	0.73	4.43	1.42	
UNION	9.25	1.06	0.07	0.54	0.66	
VERMILION	30.19	3.20	0.20	1.85	0.81	
VERNON	14.47	2.01	0.14	0.79	0.62	
W BATON ROUGE	35.31	4.78	0.32	2.17	0.70	
W CARROLL	3.22	0.50	0.04	0.14	0.13	
W FELICIANA	13.92	2.34	0.17	0.78	0.58	
WASHINGTON	16.39	1.91	0.12	0.95	0.48	
WEBSTER	31.95	3.86	0.23	1.98	1.04	
WINN	5.67	1.09	0.08	0.25	0.26	
STATE TOTALS	\$ 8,177.71	\$ 1,868.43	113.81	\$ 374.85	\$ 204.43	

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Table B: Ranking of Parishes by Expenditure Levels, 2000

2000 Impact of Travel on Louisiana					
Table B: Ranking of Parishes by Expenditure Levels, 2000					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$ 3,962.13	\$ 1,023.21	65.60	\$ 161.88	\$ 101.73
JEFFERSON	840.60	185.33	10.33	37.42	17.51
E BATON ROUGE	527.95	109.03	5.88	25.86	9.77
CADDO	427.91	96.74	4.96	21.30	9.41
BOSSIER	332.29	97.25	5.57	16.02	9.93
LAFAYETTE	280.92	51.85	2.93	14.57	5.37
CALCASIEU	245.07	62.63	3.49	11.84	6.76
OUACHITA	146.37	30.60	1.62	6.77	2.93
SAINT TAMMANY	141.72	20.84	1.31	8.12	4.05
RAPIDES	110.22	18.84	1.10	5.78	2.24
ALLEN	96.51	30.76	1.69	4.61	3.01
TANGIPAOHA	96.34	9.89	0.62	5.81	1.70
TERREBONNE	77.19	11.13	0.73	4.43	1.42
ASCENSION	56.02	6.81	0.47	3.30	0.94
LAFOURCHE	55.69	6.98	0.45	3.25	0.97
SAINT MARY	47.98	8.63	0.58	2.53	1.08
SAINT LANDRY	44.80	5.12	0.32	2.70	1.30
W BATON ROUGE	35.31	4.78	0.32	2.17	0.70
SAINT BERNARD	34.31	4.53	0.29	1.93	0.52
IBERIA	34.19	5.30	0.35	1.80	0.62
MADISON	32.71	2.67	0.15	2.39	0.51
WEBSTER	31.95	3.86	0.23	1.98	1.04
VERMILION	30.19	3.20	0.20	1.85	0.81
LIVINGSTON	29.55	2.84	0.17	1.76	1.08
SAINT CHARLES	25.89	3.55	0.23	1.36	0.37
NATCHITOCHE	25.76	4.09	0.29	1.38	0.95
ACADIA	24.51	2.47	0.16	1.51	0.47

Table B: Ranking of Parishes by Expenditure Levels, 2000

2000 Impact of Travel on Louisiana						
Table B: Ranking of Parishes by Expenditure Levels, 2000 (Continued)						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
SAINT JOHN	23.09	3.87	0.27	1.17	0.51	
LINCOLN	21.00	3.57	0.26	1.09	0.53	
AVOUELLES	20.09	2.99	0.22	1.08	0.56	
SAINT MARTIN	20.00	2.51	0.14	1.11	1.16	
PLAQUEMINES	19.27	3.28	0.19	1.01	1.47	
WASHINGTON	16.39	1.91	0.12	0.95	0.48	
SABINE	16.09	2.16	0.13	0.80	1.72	
JEFFERSON DAVIS	15.58	2.00	0.15	0.90	0.38	
IBERVILLE	15.57	2.37	0.14	0.87	0.67	
VERNON	14.47	2.01	0.14	0.79	0.62	
RICHLAND	14.45	1.75	0.12	0.90	0.30	
BEAUREGARD	13.99	1.92	0.11	0.79	1.10	
W FELICIANA	13.92	2.34	0.17	0.78	0.58	
EVANGELINE	12.91	1.98	0.13	0.69	0.51	
MOREHOUSE	12.37	2.00	0.13	0.66	0.35	
DE SOTO	11.04	1.33	0.09	0.67	0.40	
CONCORDIA	10.02	1.24	0.08	0.55	0.49	
UNION	9.25	1.06	0.07	0.54	0.66	
SAINT JAMES	8.98	1.17	0.09	0.44	0.15	
POINTE COUPEE	8.41	1.12	0.08	0.43	0.22	
ASSUMPTION	8.33	0.93	0.06	0.48	0.20	
BIENVILLE	8.01	1.04	0.07	0.44	0.62	
E CARROLL	7.43	0.82	0.06	0.48	0.18	
CLAIBORNE	7.20	1.13	0.08	0.35	0.39	
JACKSON	7.11	1.16	0.08	0.30	0.19	
FRANKLIN	6.49	1.00	0.08	0.28	0.22	
CALDWELL	5.95	0.81	0.05	0.30	0.40	

Table B: Ranking of Parishes by Expenditure Levels, 2000

2000 Impact of Travel on Louisiana						
Table B: Ranking of Parishes by Expenditure Levels, 2000 (Continued)						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
WINN	5.67	1.09	0.08	0.25	0.26	
RED RIVER	4.33	0.57	0.04	0.25	0.15	
CAMERON	4.19	0.62	0.05	0.20	0.26	
LASALLE	4.01	0.64	0.05	0.17	0.21	
CATAHOULA	3.64	0.61	0.05	0.16	0.24	
W CARROLL	3.22	0.50	0.04	0.14	0.13	
TENSAS	3.15	0.65	0.04	0.14	0.36	
GRANT	3.08	0.49	0.04	0.13	0.28	
E FELICIANA	2.89	0.49	0.04	0.13	0.19	
<u>SAINT HELENA</u>	<u>1.99</u>	<u>0.38</u>	<u>0.03</u>	<u>0.08</u>	<u>0.13</u>	
STATE TOTALS	\$ 8,177.71	\$ 1,868.43	113.81	\$ 374.85	\$ 204.43	

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Table C: Percent Distribution by Parish, 2000

2000 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2000					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.30%	0.13%	0.14%	0.40%	0.23%
ALLEN	1.18	1.65	1.49	1.23	1.47
ASCENSION	0.69	0.36	0.41	0.88	0.46
ASSUMPTION	0.10	0.05	0.05	0.13	0.10
AVOYELLES	0.25	0.16	0.19	0.29	0.27
BEAUREGARD	0.17	0.10	0.10	0.21	0.54
BIENVILLE	0.10	0.06	0.06	0.12	0.30
BOSSIER	4.06	5.20	4.89	4.27	4.86
CADDO	5.23	5.18	4.36	5.68	4.60
CALCASIEU	3.00	3.35	3.06	3.16	3.31
CALDWELL	0.07	0.04	0.05	0.08	0.20
CAMERON	0.05	0.03	0.04	0.05	0.13
CATAHOULA	0.04	0.03	0.04	0.04	0.12
CLAIBORNE	0.09	0.06	0.07	0.09	0.19
CONCORDIA	0.12	0.07	0.07	0.15	0.24
DE SOTO	0.13	0.07	0.08	0.18	0.19
E BATON ROUGE	6.46	5.84	5.17	6.90	4.78
E CARROLL	0.09	0.04	0.05	0.13	0.09
E FELICIANA	0.04	0.03	0.03	0.03	0.09
EVANGELINE	0.16	0.11	0.11	0.18	0.25
FRANKLIN	0.08	0.05	0.07	0.07	0.11
GRANT	0.04	0.03	0.03	0.04	0.14
IBERIA	0.42	0.28	0.31	0.48	0.30
IBERVILLE	0.19	0.13	0.12	0.23	0.33
JACKSON	0.09	0.06	0.07	0.08	0.09
JEFFERSON	10.28	9.92	9.08	9.98	8.56
JEFFERSON DAVIS	0.19	0.11	0.13	0.24	0.18

Table C: Percent Distribution by Parish, 2000

2000 Domestic Travel Impact on Louisiana						
Table C: Percent Distribution by Parish, 2000 (Continued)						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
LAFAYETTE	3.44	2.78	2.57	3.89	2.63	
LAFOURCHE	0.68	0.37	0.40	0.87	0.48	
LASALLE	0.05	0.03	0.04	0.05	0.10	
LINCOLN	0.26	0.19	0.23	0.29	0.26	
LIVINGSTON	0.36	0.15	0.15	0.47	0.53	
MADISON	0.40	0.14	0.13	0.64	0.25	
MOREHOUSE	0.15	0.11	0.12	0.17	0.17	
NATCHITOCHE	0.32	0.22	0.25	0.37	0.46	
ORLEANS	48.45	54.76	57.64	43.19	49.76	
OUACHITA	1.79	1.64	1.43	1.81	1.43	
PLAQUEMINES	0.24	0.18	0.17	0.27	0.72	
POINTE COUPEE	0.10	0.06	0.07	0.12	0.11	
RAPIDES	1.35	1.01	0.97	1.54	1.10	
RED RIVER	0.05	0.03	0.04	0.07	0.07	
RICHLAND	0.18	0.09	0.10	0.24	0.15	
SABINE	0.20	0.12	0.11	0.21	0.84	
SAINT BERNARD	0.42	0.24	0.25	0.52	0.25	
SAINT CHARLES	0.32	0.19	0.21	0.36	0.18	
SAINT HELENA	0.02	0.02	0.03	0.02	0.07	
SAINT JAMES	0.11	0.06	0.08	0.12	0.07	
SAINT JOHN	0.28	0.21	0.24	0.31	0.25	
SAINT LANDRY	0.55	0.27	0.28	0.72	0.64	
SAINT MARTIN	0.24	0.13	0.12	0.29	0.57	
SAINT MARY	0.59	0.46	0.51	0.67	0.53	
SAINT TAMMANY	1.73	1.12	1.15	2.17	1.98	
TANGIPAOHA	1.18	0.53	0.55	1.55	0.83	
TENSAS	0.04	0.03	0.03	0.04	0.18	

Table C: Percent Distribution by Parish, 2000

2000 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2000 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	0.94%	0.60%	0.65%	1.18%	0.70%
UNION	0.11	0.06	0.06	0.14	0.32
VERMILION	0.37	0.17	0.17	0.49	0.39
VERNON	0.18	0.11	0.12	0.21	0.30
W BATON ROUGE	0.43	0.26	0.28	0.58	0.34
W CARROLL	0.04	0.03	0.03	0.04	0.06
W FELICIANA	0.17	0.12	0.15	0.21	0.28
WASHINGTON	0.20	0.10	0.11	0.25	0.24
WEBSTER	0.39	0.21	0.20	0.53	0.51
WINN	0.07	0.06	0.07	0.07	0.13
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change Over Revised 1999

2000 Domestic Travel Impact on Louisiana					
Table D: Percent Change Over Revised 1999					
Parish	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
ACADIA	8.55%	8.36%	4.51%	8.23%	7.97%
ALLEN	7.83	7.64	3.81	7.51	7.25
ASCENSION	3.97	3.78	0.09	3.66	3.41
ASSUMPTION	3.62	3.44	-0.24	3.31	3.07
AVOUELLES	7.26	7.07	3.26	6.94	6.68
BEAUREGARD	5.59	5.41	1.66	5.28	5.03
BIENVILLE	4.21	4.03	0.33	3.90	3.65
BOSSIER	6.66	6.48	2.69	6.35	6.09
CADDO	8.15	7.96	4.12	7.83	7.57
CALCASIEU	9.69	9.49	5.60	9.36	9.10
CALDWELL	9.78	9.58	5.68	9.45	9.19
CAMERON	-0.73	-0.90	-4.43	-1.02	-1.26
CATAHOULA	23.09	22.88	18.51	22.73	22.44
CLAIBORNE	1.38	1.20	-2.40	1.08	0.84
CONCORDIA	8.03	7.84	4.00	7.71	7.45
DE SOTO	-0.60	-0.78	-4.31	-0.90	-1.14
E BATON ROUGE	10.48	10.29	6.36	10.15	9.89
E CARROLL	7.45	7.26	3.45	7.13	6.88
E FELICIANA	-1.94	-2.11	-5.59	-2.23	-2.46
EVANGELINE	12.85	12.65	8.65	12.52	12.25
FRANKLIN	6.47	6.28	2.50	6.15	5.90
GRANT	0.84	0.66	-2.92	0.54	0.30
IBERIA	1.53	1.35	-2.26	1.23	0.99
IBERVILLE	4.59	4.41	0.69	4.28	4.03
JACKSON	4.27	4.08	0.38	3.96	3.71
JEFFERSON	7.36	7.17	3.36	7.04	6.78
JEFFERSON DAVIS	2.76	2.58	-1.07	2.45	2.21

Table D: Percent Change Over Revised 1999

2000 Domestic Travel Impact on Louisiana					
Table D: Percent Change Over Revised 1999 (Continued)					
Parish	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
LAFAYETTE	0.98	0.80	-2.79	0.68	0.44
LAFOURCHE	9.58	9.39	5.50	9.26	8.99
LASALLE	-0.92	-1.09	-4.61	-1.21	-1.45
LINCOLN	4.55	4.36	0.65	4.24	3.99
LIVINGSTON	5.81	5.63	1.87	5.50	5.24
MADISON	-1.16	-1.34	-4.85	-1.46	-1.69
MOREHOUSE	5.81	5.62	1.86	5.49	5.24
NATCHITOCHE	16.03	15.83	11.70	15.68	15.41
ORLEANS	7.00	6.81	3.01	6.68	6.42
OUACHITA	9.43	9.24	5.35	9.11	8.85
PLAQUEMINES	4.79	4.61	0.89	4.48	4.23
POINTE COUPEE	1.29	1.12	-2.48	0.99	0.75
RAPIDES	8.66	8.47	4.61	8.34	8.08
RED RIVER	6.04	5.86	2.09	5.73	5.47
RICHLAND	3.82	3.64	-0.05	3.51	3.26
SABINE	12.95	12.75	8.74	12.61	12.34
SAINT BERNARD	6.34	6.15	2.37	6.02	5.77
SAINT CHARLES	6.64	6.45	2.66	6.32	6.07
SAINT HELENA	1.21	1.03	-2.56	0.91	0.67
SAINT JAMES	3.78	3.60	-0.09	3.47	3.23
SAINT JOHN	7.61	7.43	3.60	7.30	7.04
SAINT LANDRY	11.91	11.72	7.74	11.58	11.31
SAINT MARTIN	5.70	5.51	1.76	5.38	5.13
SAINT MARY	8.32	8.13	4.28	8.00	7.74
SAINT TAMMANY	6.02	5.84	2.07	5.71	5.46
TANGIPAHOA	5.01	4.83	1.10	4.70	4.45
TENSAS	3.43	3.25	-0.42	3.13	2.88

Table D: Percent Change Over Revised 1999

2000 Domestic Travel Impact on Louisiana					
Table D: Percent Change Over Revised 1999 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	8.04%	7.85%	4.01%	7.72%	7.46%
UNION	2.15	1.97	-1.66	1.85	1.60
VERMILION	8.27	8.08	4.23	7.95	7.69
VERNON	8.53	8.34	4.49	8.21	7.95
W BATON ROUGE	8.44	8.25	4.40	8.12	7.86
W CARROLL	3.61	3.43	-0.25	3.30	3.05
W FELICIANA	8.41	8.22	4.37	8.09	7.83
WASHINGTON	7.30	7.11	3.30	6.98	6.72
WEBSTER	14.24	14.04	9.98	13.90	13.63
WINN	-1.55	-1.72	-5.22	-1.84	-2.08
STATE TOTALS	7.16%	7.03%	3.18%	6.82%	6.59%

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Table E: Alphabetical by Parish, Revised 1999

2000 Domestic Travel Impact on Louisiana						
Table E: Alphabetical by Parish, Revised 1999						
Parish	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)	
ACADIA	\$ 22.58	\$ 2.28	0.15	\$ 1.40	\$ 0.43	
ALLEN	89.50	28.58	1.63	4.29	2.81	
ASCENSION	53.88	6.56	0.47	3.19	0.91	
ASSUMPTION	8.04	0.89	0.06	0.47	0.19	
AVOUELLES	18.74	2.79	0.21	1.01	0.52	
BEAUREGARD	13.25	1.82	0.11	0.75	1.05	
BIENVILLE	7.69	1.00	0.07	0.43	0.60	
BOSSIER	311.53	91.33	5.42	15.06	9.36	
CADDO	395.66	89.61	4.77	19.75	8.75	
CALCASIEU	223.42	57.19	3.30	10.83	6.20	
CALDWELL	5.42	0.74	0.05	0.28	0.37	
CAMERON	4.22	0.63	0.05	0.20	0.27	
CATAHOULA	2.96	0.50	0.04	0.13	0.19	
CLAIBORNE	7.10	1.11	0.08	0.35	0.39	
CONCORDIA	9.28	1.15	0.08	0.51	0.45	
DE SOTA	11.11	1.34	0.09	0.67	0.40	
E BATON ROUGE	477.87	98.86	5.53	23.48	8.89	
E CARROLL	6.91	0.77	0.06	0.45	0.16	
E FELICIANA	2.95	0.50	0.04	0.13	0.19	
EVANGELINE	11.44	1.76	0.12	0.61	0.45	
FRANKLIN	6.10	0.94	0.08	0.26	0.21	
GRANT	3.05	0.49	0.04	0.13	0.28	
IBERIA	33.68	5.23	0.36	1.78	0.62	
IBERVILLE	14.89	2.27	0.14	0.84	0.65	
JACKSON	6.81	1.11	0.08	0.29	0.18	
JEFFERSON	782.97	172.93	10.00	34.96	16.39	
JEFFERSON DAVIS	15.16	1.95	0.15	0.88	0.37	

Table E: Alphabetical by Parish, Revised 1999

2000 Domestic Travel Impact on Louisiana					
Table E: Alphabetical by Parish, Revised 1999 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	278.20	51.44	3.01	14.47	5.35
LAFOURCHE	50.82	6.38	0.43	2.97	0.89
LASALLE	4.04	0.65	0.05	0.17	0.22
LINCOLN	20.09	3.42	0.26	1.05	0.51
LIVINGSTON	27.92	2.68	0.17	1.67	1.03
MADISON	33.10	2.70	0.16	2.42	0.52
MOREHOUSE	11.69	1.89	0.13	0.62	0.33
NATCHITOCHE	22.20	3.53	0.26	1.19	0.82
ORLEANS	3,702.99	957.98	63.68	151.74	95.59
OUACHITA	133.75	28.01	1.54	6.20	2.69
PLAQUEMINES	18.39	3.13	0.19	0.97	1.41
POINTE COUPEE	8.30	1.10	0.08	0.43	0.22
RAPIDES	101.44	17.37	1.05	5.34	2.07
RED RIVER	4.08	0.54	0.04	0.23	0.14
RICHLAND	13.92	1.69	0.12	0.87	0.29
SABINE	14.25	1.92	0.12	0.71	1.53
SAINT BERNARD	32.27	4.27	0.28	1.82	0.49
SAINT CHARLES	24.28	3.33	0.23	1.28	0.35
SAINT HELENA	1.97	0.38	0.03	0.08	0.13
SAINT JAMES	8.65	1.13	0.09	0.43	0.14
SAINT JOHN	21.46	3.60	0.26	1.09	0.47
SAINT LANDRY	40.03	4.58	0.30	2.42	1.17
SAINT MARTIN	18.92	2.38	0.14	1.05	1.11
SAINT MARY	44.30	7.98	0.56	2.34	1.01
SAINT TAMMANY	133.67	19.69	1.28	7.68	3.84
TANGIPAHOA	91.74	9.44	0.62	5.55	1.63
TENSAS	3.05	0.63	0.04	0.13	0.35

Table E: Alphabetical by Parish, Revised 1999

2000 Domestic Travel Impact on Louisiana						
Table E: Alphabetical by Parish, Revised 1999 (Continued)						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
TERREBONNE	71.45	10.32	0.71	4.11	1.32	
UNION	9.06	1.04	0.07	0.53	0.65	
VERMILION	27.88	2.96	0.19	1.71	0.75	
VERNON	13.33	1.86	0.13	0.73	0.57	
W BATON ROUGE	32.56	4.41	0.31	2.01	0.65	
W CARROLL	3.11	0.49	0.04	0.13	0.12	
W FELICIANA	12.84	2.16	0.16	0.72	0.53	
WASHINGTON	15.28	1.78	0.12	0.89	0.45	
WEBSTER	27.96	3.38	0.21	1.74	0.91	
WINN	5.76	1.11	0.09	0.25	0.27	
STATE TOTALS	\$ 7,631.00	\$ 1,745.70	110.3	\$ 350.90	\$ 191.80	

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Appendices

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics.

The revised TEIM has been used to develop estimates of 1987 and subsequent year travel expenditures and the effect of these expenditures on employment, payroll and tax revenue in each of the 50 states and the District of Columbia. TIA has also produced a time series of estimates for the years 1977-87 through the revised TEIM. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day trips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Appendix B: Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air

transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. **Payroll** includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. **Tax revenues** include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. **Business receipts** reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

The basic data on travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home spent by type of accommodation) are available from TIA's travel surveys and Smith Travel Research's Hotel and Motel Survey. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in campgrounds in Massachusetts is multiplied by the average cost per night per travel party of staying in a campground facility in Massachusetts to obtain the estimate of traveler expenditures for camping accommodations.

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the

ratio of employees to business receipts in Massachusetts commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state is then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

The 1987 benchmark estimates of travel expenditures, and travel generated employment, payroll and federal, state and local tax revenue, are updated for each successive year. Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used for this purpose. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditure. This category includes a prorata share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditures. Traveler spending on hotels and motels, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation".

Tourism. Generally avoided in this study, this can be used to refer to pleasure or personal travel, a subset of travel.

Travel. The act of taking a "trip".

Traveler. Person taking a "trip".

Travel Expenditure. The exchange of money or the promise of money for goods or service while traveling, including any advance purchase of public transportation tickets, lodging or other items normally considered incidental to travel, but which may be purchased in advance of the trip. In addition, certain of the "fixed" or capital costs of owning a motor vehicle (including campers, motor homes, etc.) or a vacation or second home are included as associated with taking a trip.

Generally, expenditures are assumed to take place at the point where the good or service is bought while traveling. The two exceptions to this rule are that the fixed costs of operating a motor vehicle while on a trip are allocated to the traveler's area of residence, and the "imputed rent" of spending nights in the traveler's own vacation home is allocated to the area visited.

Travel-generated Employment. The number of jobs attributable to travel expenditures in an area.

These estimates of employment follow the "establishment payroll survey definition" rather than the "household survey definition." Consequently, the TEIM estimates are more closely related to the number of jobs than to the number of employees. For a detailed description of the household and establishment survey differences, see Green, Gloria P., "Comparing Employment Estimates from Household and Payroll Surveys," Monthly Labor Review, Volume 92, No. 12, December, 1969.

Travel-generated Payroll. This is the payroll, or wage and salary income, attributable to travel expenditures in an area. Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Trips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit nor other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Travel-generated Tax Receipts. These federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts, and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Travel-generated Wage and Salary Income. The same as "travel-generated payroll."

Trip. A trip occurs, for the purpose of the model, every time one or more persons goes to a place 50 miles or more, each way, from home in one day, or is out of town one or more nights in paid accommodations, and returns to his/her origin. Specifically excluded from this definition are: (1) travel as part of an operating crew on a train, plane, bus, truck or ship; (2) commuting to a place of work; (3) student trips to school or those taken while in school.

Visitor. This term is usually limited to special studies of individual cities or metropolitan areas. It includes those not residing in the area under study who travel away from home overnight in paid accommodations or on a day trip of 100 round-trip miles or more and visit the area. As a general rule, total travel impact on an area less the impact of area residents equals visitor impact.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specification.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use

similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS Industry Categories

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

1. Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.
2. Entertainment/Recreation Industry: Entertainment, art and recreation industry.
3. Foodservice Industry: Eating & drinking places, and grocery stores.
4. General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

5. Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.
6. Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."
7. Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks & Campsites</i>	703	<i>Recreational Vehicle Parks & Campgrounds</i>	7212
Auto Transportation			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle & Parts Dealers</i>	4411; 4412; 4413
Entertainment and Recreation			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling, & Recreation Industries</i>	713
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Performing Arts, Spectator Sports & Related Industries</i>	711
		<i>Museums, Historical Sites & Similar Institutions</i>	712
Food			
<i>Eating & Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices & Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
Public Transportation			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation: Airport Support Activities</i>	481; 4881
<i>Interurban & Rural Bus Carriers</i>	413	<i>Interurban & Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi & Limousine Services</i>	412	<i>Taxi & Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation and Excursion & Sightseeing Boats</i>	483112; 483114; 483212; 487210
Retail			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	4453; 44611; 4483; 45111; 45112; 45121
Travel Arrangement			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement & Reservation Services</i> <i>(includes travel agencies and tour operators)</i>	5615

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Peterson, Howell & Heather, Inc.
Runzheimer International Ltd.
Smith Travel Research
Tourism Industries/International Trade Administration, U.S. Department of Commerce
Travel Industry Association of America